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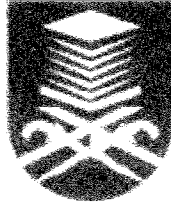
**A STUDY ON: THE INFLUENCES OF
PROMOTIONS TOWARDS AWARENESS OF
CUSTOMER ABOUT ISLAMIC BANKING**

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being currently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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EXECUTIVE SUMMARY

The objective of this study is to examine the relationship between identifiable variables: advertisement, pricing strategy, and public relation and publicity with the level of awareness among customer. Besides that, this study is conducted by researcher to know the best predictor of sales promotion and to know whether promotions influence the level of awareness among customer about Islamic banking. Means that, promotions used by Islamic banking to market their products influence the awareness of customers about Islamic banking which is depending on the advertisement, pricing strategy, and public relation and publicity. The analysis of data is based on the questionnaires distributed to the 100 of respondents who are the customers of Islamic banking.

Data collection methods used in this research is primary data which is original source such as questionnaires and secondary data such as academic journal, articles and online articles, brochures and bulletins obtained from Islamic banks and newspapers. For this research, the researcher only focuses her study on customer in the area of Kota Bharu Kelantan. Customers from Islamic Banks in the area of Kota Bharu would be the sampling frame for that banks in which the respondents are randomly selected using certain sampling procedure. Some of the statistical techniques used in this study are Reliability, Frequency Distribution, Correlation and Multiple Regression.

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